

**A SOIL FERTILITY PROPHECY**

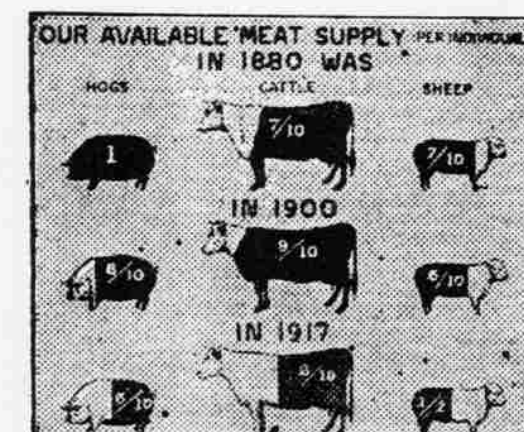
Editor Collingwood of the Rural New Yorker says:

"Gasoline leaves no organic matter behind it. We have come to the time, and we are rapidly going further into it when there will be practically no stable manure for people to buy and put on their ground. And then people will suddenly wake and realize that all these years they have been giving to stable manure a value it did not carry, and that, with fertilizers properly handled and with cover crops, they will be able to get the same results with less labor, with more profit and with far greater satisfaction."

**OUR DWINDLING MEAT SUPPLY**

You have no doubt become accustomed to meatless days, but secretly you are probably waiting and hoping for the day when you can again eat a good steak without feeling unpatriotic.

But do you realize that the average meat supply per individual, even before the war, had fallen off nearly one-fourth since 1900? To be sure, each of us had nearly as much meat to eat



in 1917 as in 1900, but this was secured at the expense of our European neighbors. Our exports practically ceased; we had no surplus left to send abroad.

But the question is, "Toward what are we headed?" Shall we have to continue to reduce our meat ration until eventually we come to the plan of cereal-eating China? This is the natural trend in every highly populated country. Where people and live stock must compete for the same grain, live stock is pretty apt to get left.

But there is no real need for permanent meat shortage in America. Our farm and particularly our pastures are not producing anything like full capacity. Following the close of the war fertilizer will undoubtedly be used more extensively than ever before to boost live stock production. Many live stock farms could actually double their carrying capacity by making use of commercial fertilizer. "Fertilizer to Keep More Live Stock" bids fair to be a popular slogan on the American live-stock farm.

**THE IRISH POTATO THE FOOD OF THE PEOPLE**

The Irish potato is a staple of American diet. Enough potatoes were consumed in the United States in 1915 to allow one eight-ounce potato a day throughout the whole year for each man, woman and child.

Truly, the potato is the food of the people. The portion of the American meal made up by this vegetable, alone, consumes over 300,000,000 bushels annually.

Intensive methods make it possible to grow crops yielding from 250 to 400 bushels per acre, and at the same time to decrease the cost of raising each bushel. The big expense in potato growing comes in the preparation of the land, the purchase of the seed and the attention given the crop throughout the season. But it costs no more to prepare ground, plant, cultivate and spray a 300-bushel crop than it does a 150-bushel crop. Harvesting will cost more, but the big overhead expenses are practically the same. Obviously the thing to do is to insure large yields by supplying an abundance of available plant food that will give the crop a good start and force it to early maturity.

Fertilizers should be applied at the time of planting, and in order to make certain that this material may be on hand when needed it is especially important to order early this year.

The man who has his fertilizer stored in his own barn is the only one who can be certain of a supply when needed. A big potato crop will be needed next year whether peace comes or not.

**WHY FOOD PRICES ARE INCREASING**

"During the last fifty or seventy-five years (principally since 1840), while the large cities in this country and Europe have been growing, the established agricultural areas that produced food were supplemented by the opening up of new lands in the middle West, Canada, Brazil, Argentina, South and Central Africa, Australia and Siberia.

"Food products, chiefly grains and meats, were produced on virgin, unfertilized lands. Emigrant labor was employed and subsequently there was cheap railroad and steamship transportation, so that recently the people in cities have been fed on food produced and sold at a price which did not take into consideration the cost of production and the value of plant food contained in crops which must be returned to the soil to maintain productivity."—Report of the Food Problem Committee, the Merchants' Association of New York.

**MUST INCREASE FOOD EXPORTS**

America Called on by End of War to Supply Added Millions.

ECONOMY STILL NEEDED.

Over Three Times Pre-War Shipments Required—Situation in Wheat and Fats Proves Government's Policy Sound.

With the guns in Europe silenced, we have now to consider a new world food situation. But there can be no hope that the volume of our exports can be lightened to the slightest degree with the cessation of hostilities. Millions of people liberated from the Prussian yoke are now depending upon us for the food which will keep them from starvation.

With food the United States made it possible for the forces of democracy to hold out to victory. To insure democracy in the world, we must continue to live simply in order that we may supply these liberated nations of Europe with food. Hunger among a people inevitably breeds anarchy. American food must complete the work of making the world safe for democracy.

Last year we sent 11,820,000 tons of food to Europe. For the present year, with only the European Allies to feed, we had originally pledged ourselves to a program that would have increased our exports to 17,500,000 tons. Now, to feed the liberated nations, we will have to export a total of not less than 20,000,000 tons—practically the limit of loading capacity at our ports. Reviewing the world food situation, we find that some foods will be obtainable in quantities sufficient to meet all world needs under a regime of economical consumption. On the other hand, there will be marked world shortages in some important commodities.

**Return to Normal Bread Loaf.**  
 With the enlarged wheat crops which American farmers have grown, and the supplies of Australia, the Argentine and other markets now accessible to shipping, there are bread grains enough to enable the nations to return to their normal wheat loaf, provided we continue to mill flour at a high percentage of extraction and maintain economy in eating and the avoidance of waste.

In fats there will be a heavy shortage—about 3,000,000,000 pounds—in pork products, dairy products and vegetable oils. While there will be a shortage of about three million tons in rich protein feeds for dairy animals, there will be sufficient supplies of other feedstuffs to allow economical consumption.

In the matter of beef, the world's supplies are limited to the capacity of the available refrigerating ships. The supplies of beef in Australia, the Argentine and the United States are sufficient to land these ships. There will be a shortage in the importing countries, but we cannot hope to expand exports materially for the next months in view of the bottle neck in transportation.

**Twenty Million Tons of Food.**  
 Of the world total, North America will furnish more than 60 per cent. The United States, including the West Indies, will be called upon to furnish 20,000,000 tons of food of all kinds as compared with our pre-war exports of about 6,000,000 tons.

While we will be able to change our program in many respects, even a casual survey of the world supplies in comparison to world demands shows conclusively that Europe will know famine unless the American people bring their home consumption down to the barest minimum that will maintain health and strength.

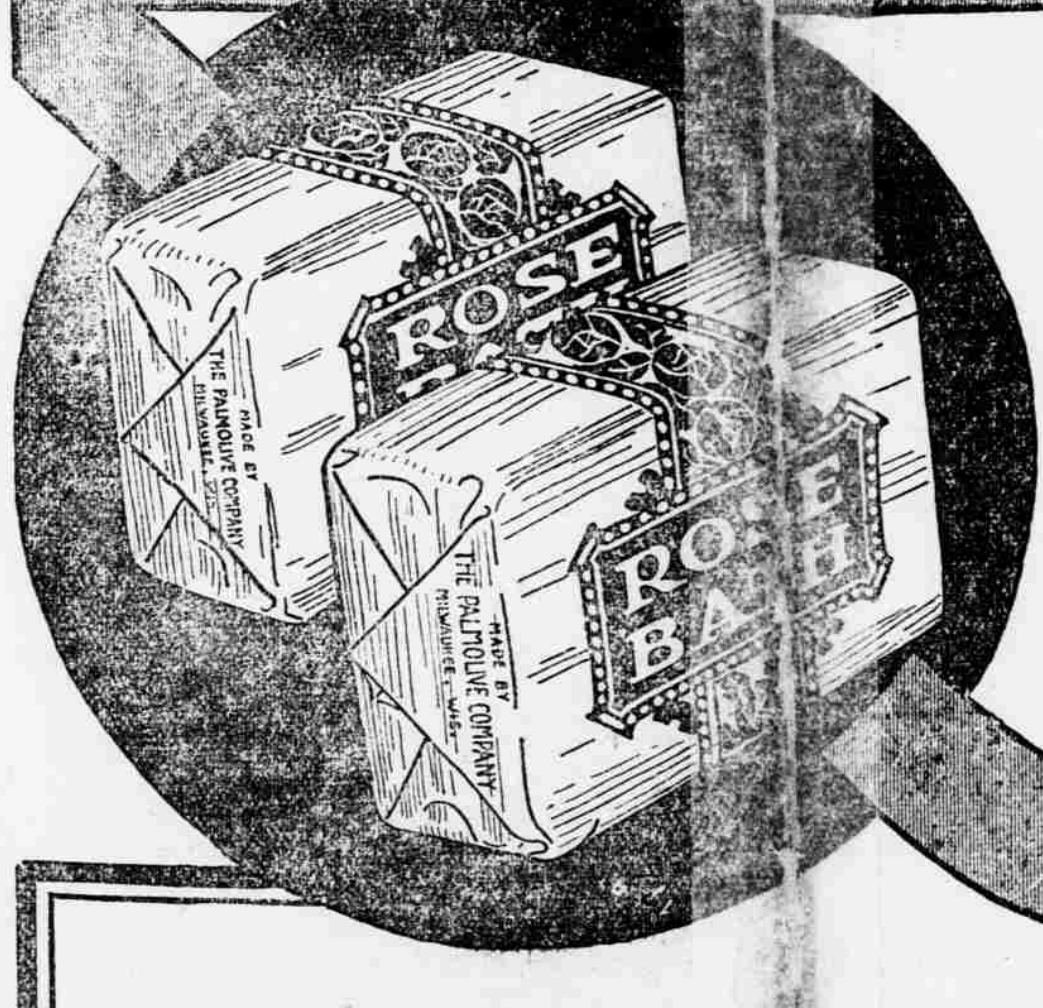
There are conditions of famine in Europe that will be beyond our power to remedy. There are 40,000,000 people in North Russia whom there is small chance of reaching with food this winter. Their transportation is demoralized in complete anarchy, and shortly many of their ports will be frozen, even if internal transport could be realized.

**To Preserve Civilization.**  
 At this moment Germany has not alone sucked the food and animals from all those masses of people she has dominated and left starving, but she has left behind her a total wreckage of social institutions, and this mass of people is now confronted with absolute anarchy.

If we value our own safety and the social organization of the world, if we value the preservation of civilization itself, we cannot permit growth of this cancer in the world's vitals.

Famine is the mother of anarchy. From the inability of governments to secure food for their people grows revolution and chaos. From an ability to supply their people grows stability of government and the defeat of anarchy. Did we put it on no higher plane than our interests in the protection of our institutions, we must bestir ourselves in solution of this problem.

**2 Cakes of Rose Bath FREE**



**FREE**  
 With One Cake of  
**PALMOLIVE**

**All Three Full Sized Cakes Yours for the Price of One**

This is a *three for one* acquaintance offer, made to introduce you to our new ROSE BATH—a pure white, daintily perfumed floating soap made especially for bath use.

Its quality makes it a luxury soap, its moderate price an economy. It is handy in shape and generous in size. It has a quick, ample, thoroughly cleansing lather.

We want to give you *two full sized cakes* of this new bath soap for a thorough trial. So we make this special offer:

*Buy one cake of your favorite Palmolive any day next week at the regular price and present the coupon.*

Your dealer will wrap up the two cakes of Rose Bath with this PALMOLIVE.

*Three full sized cakes of luxury soap yours for the price of one.*

The price of soap is steadily going up because of the enormous increase in the

cost of manufacture. Thus you simply can't afford to overlook this generous offer.

Just tear out the coupon, fill it out, sign it and take it to your regular dealer. Just say, "I want one cake of Palmolive at the regular price and the two cakes of Rose Bath as advertised."

And—do it without delay. Each dealer's supply is limited.

This coupon, if presented within thirty days, will be accepted as full payment for two cakes of Rose Bath Soap when the holder purchases a cake of Palmolive Soap at the regular price.

Only one coupon may be presented by each family and the name and address of the party receiving soap must be signed in full to the following:

I hereby certify that I have this day purchased one cake of Palmolive Soap from my dealer and received two cakes of Rose Bath Soap Free.

NOTICE TO DEALERS:—This coupon will be redeemed at 25 cents in cash when returned direct to The Palmolive Co., 306 South State St., Chicago, providing the coupon is signed in full with name and address of party receiving the soap. We absolutely refuse to redeem coupons cut from newspapers purchased by dealers.



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 Victrolas, Records, Cabinets, Pianos & House Furnishings